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**EUROPEAN VALUES AS LANDMARKS  
FOR UKRAINIAN STUDENTS****ОРІЄНТАЦІЯ СТУДЕНТСЬКОЇ МОЛОДІ  
НА ЄВРОПЕЙСЬКІ ЦІННОСТІ**

**Анотація.** Сьогодні Україна зробила свій цивілізаційний вибір, який став стратегічним орієнтиром прагнень більшості українців – це інтеграція у Європейський Союз. Історичний досвід свідчить, що сила Європи залежить від непорушності основних європейських цінностей, які мають об'єднувальний потенціал, адже їх єдність є ціннісним базисом європейських народів, незалежно від культурних традицій та національної ідентичності. Тому у межах розуміння студентської молоді як важливого соціального ресурсу України, проблема сформованості у них комплексу ціннос-

тей, зокрема таких, що притаманні європейцям, є найбільш актуальною з прогностичного погляду.

На основі аналізу результатів емпіричних і соціологічних досліджень нами виявлена динаміка й особливості впливу різних політичних, соціальних та економічних чинників на формування європейських цінностей студентської молоді з урахуванням трансформацій, що відбуваються в житті сучасної України, яка обрала євроінтеграційний вектор розвитку.

Результати дослідження свідчать, що у свідомості українського студентства досить часто домінують цінності особистого благополуччя (здоров'я, успіх, достаток, щаслива сім'я тощо) та патерналістського спрямування (якісні та безкоштовні освіта і медицина, гідні пенсії, соціальні виплати, забезпеченість робочими місцями, економічна стабільність тощо). Водночас сучасні студенти підтримують впровадження демократичних принципів і бажають прилучитися до побудови європейської демократії в Україні. Справжні європейські цінності та світогляд ними визнаються як високий ідеал для наслідування, необхідна умова ефективного функціонування демократичного суспільства.

Дослідження підтвердило, що більшість студентів палко підтримують інтеграцію України з Європейським Союзом (понад 76 %). Тому є всі передумови, що нинішня студентська молодь незабаром стане головною рушійною силою реформ і втілення принципів й цінностей, що поділяє європейська спільнота, своєрідним «посланцем» України в усіх сферах суспільного, економічного і політичного життя Європи.

**Ключові слова:** студенти, вищі заклади освіти, європейські цінності, ціннісні орієнтації.

**Formulation of the problem.** In the process of creation of Ukraine as an independent state, the public demand was formed for the education of «a new type of people – initiative, active, decisive, self-confident, hardworking, morally and intellectually developed, ready for self-realization in the personal, family, civil and public life» (Nevmerzhytska, 2016, p. 169). Therefore, the formation and development of values these days is becoming of particular importance, because they play an extremely important role in the development of the personality of modern students, act as the highest degree of regulation of their behavior, express the direction of vital interests and needs, determine the inherent setup and motivation for future professional activities.

The development of various aspects of the theory of values, the formation of categorical-conceptual apparatus, the elaboration of theoretical, methodological, psychological and pedagogical principles for the formation of value orientations and personality behaviors have been the subject of study by many domestic and foreign researchers (S. Bienefeld, J. Almqvist (2004), M. Guille (2002)). For example, the well-known pedagogue O. Vyshnevskyi considers values to be «a certain hierarchical system of ideals, fundamental concepts and goals, which penetrate our society and in the implementation of

which it sees the meaning of its existence» (Vyshnevskyi, 2003, p. 197). M. Rokeach, an American psychologist of the Polish origin, defines value as «a steady superiority of a person or society of a certain mode of behavior or end state, as opposed to another type of behavior or state» (Rokeach, 2006, p. 14). Summarizing the results of gnoseological analysis of the concept of «a value», we note that it combines three aspects: 1) the characteristics of external properties of things; 2) psychological qualities of an individual; 3) relations between people, their communication. Hence, the value, in our opinion, being a key component of the inner culture of a man, finds expression in the personality settings, properties and qualities, determines his attitude to society, nature, other people, himself.

In the 1970's M. Rokeach highlighted groups of values that, by determining each other, form an axiological model containing terminal (value-goals) and instrumental values (values-means). The latter, in turn, are divided into values-attitudes, values-qualities and values-knowledge. O. Vyshnevskyi (2003) convinces that young people need to cultivate primarily humanistic values, which include: absolute eternal values; national values; civic values; the values of family life; health-related-ecological values.

Today, our country has made a civilized choice, which has become a strategic reference point for the aspirations of most Ukrainians – integration into the European Union. Historical experience shows that the strength of Europe depends on the inviolability of the basic *European values*, which in the most part include:

- 1) democracy when the state policy and the legitimacy of power form the will of the majority;
- 2) equality of rights and freedoms of Europeans who are free in their choice and protected by law;
- 3) the inviolability of private property and the development of a market economy – the main factors of economic growth, ensuring a high standard of living and guaranteeing social protection;
- 4) protection of the environment and cultural heritage of European civilization;
- 5) citizenship and internationalism, etc. Hence, European values are the universal principles and norms of human life, society and state.

They have a unifying potential through which the European Union remains the most influential center of the world civilization, and their unity is the value basis of European nations, regardless of their cultural traditions and national identity.

**The purpose of the article.** On the basis of the analysis of the results of empirical and sociological studies, we aimed to identify the dynamics and features of the influence of various political, social and economic factors on the formation of European values of student youth, taking into account the

transformations that take place in the life of modern Ukraine, which has chosen the European integration vector of development.

**Presenting the main material.** Within the understanding of students as an important social resource of Ukraine, the problem of forming a set of values in them, in particular those inherent to Europeans, is the most relevant from a prognostic point of view. In this context, we have conducted a study aimed at identifying prospects for the development of Ukrainian society as an indicator of European integration and the expectations of contemporary students. That is, it was important for us to find out: 1) how socio-economic situation in the country affects students' life and professional expectations; 2) how the students evaluate the prospects for the development of domestic education and society as a whole; 3) what the students know about and whether they share European values; 4) what is the level of identification of Ukrainian students with their European peers, etc. Therefore, it was important to research how the students' perceptions of European values was being formed and to identify existing ways and means of obtaining information about them.

To do this, at the end of 2016 – 2017 a diagnostic study was carried out at M.P. Drahomanov National Pedagogical University, Vinnitsa State Pedagogical University named after Mykhailo Kotsiubynsky, Drohobych Ivan Franko State Pedagogical University, Lviv National University of Veterinary Medicine and Biotechnology named after S.Z. Gzhytsky, in which 656 second-fourth year students took part. In order to trace the dynamics of changes, some of the obtained results were compared with the data of the international study done by Gorshenin Institute «Students – the image of the future» (2010 – 2011) («The students», 2015).

The study of the values of different social groups traditionally involves identifying not only the structure and dynamics of value priorities and factors that influence the formation and change of the value consciousness of subjects, but also the identification of their social well-being. Social well-being is closely connected with the presence and resolution of social problems, as well as social expectations, social settings, and feelings of life. There is a close link between the ability of a personality to design their own future in a set of leading values, the willingness to act in accordance with their attitudes, and to what emotional response, experience, assessment is caused by their past, present and future – a sense of satisfaction or dissatisfaction, own significance, optimism or pessimism, confidence or uncertainty both in their own capabilities and in a social situation.

At the first stage of this research, the answer to the question «How do you identify yourself?» allowed to find out the dynamics of changes in self-identification of the students (*Table 1*).

The results indicate that most current Ukrainian students are proud to be citizens of their country, but there is a tendency to decrease this indicator

(by 5.4 %). At the same time, the desire of young Ukrainians to become citizens of one of the European countries increased fourfold, which, in our opinion, is related to the ratification of the agreement on the association of Ukraine with the EU and the provision of a visa-free regime.

**Table 1**

**Identification of students depending on the nationality (in %)**

Source of data	As a citizen of Ukraine	As a citizen of Europe	As a citizen of the world	As a citizen of the former USSR	Other
Own research (2016 – 2017)	76,4	12,4	4,2	–	7,0
Gorshenin Institute (2010 – 2011)	81,8	3,3	6,3	5,0	3,6

The following results were obtained to the question «Are you proud of being a citizen of Ukraine?» which are presented in *Table 2*.

**Table 2**

**Students' attitude towards Ukrainian citizenship (in %)**

Source of data	Yes, I am proud	No, I am not proud	Hard to say
Own research	75,7	7,2	17,1
Gorshenin Institute	55,4	13,5	31,1

The next step was, first, to determine the rank of the main threats and challenges facing Ukraine (*Table 3*), and secondly, to find out the social expectations of university students (*Table 4*). In order to find out their priorities the students had to specify no more than 3 variants of answers to the questionnaire «What threats and problems do you think are key to Ukraine?».

The results indicate a certain change in priorities: if the country remains the most vulnerable by political instability, corruption and bribery, which was noted by the majority of respondents, then, unexpectedly, the third in rank was the problem of quality of education, and the sixth – health care, which testifies to the formation in the student environment the desire to obtain competitive higher education and medical services equal to European standards. The students also noted the unsatisfactory level of social protection and youth poverty, which was associated with the country's low economic growth.

**Table 3****Students' rating of the main threats and problems facing Ukraine (in %)**

Meaning	Gorshenin Institute	Rank	Own research	Rank
Political instability	51,3	1	65,9	1
Economical development	49,5	2	31,3	4
Corruption and bribery	46,7	3	48,8	2
Alcoholism and drug addiction	26,2	4	22,7	7
The crisis of morality, culture, morality	25,3	5	15,2	13
Fighting poverty	21,3	6	29,5	5
The fight against AIDS / HIV	21,1	7	22,0	9
Social protection of the population	18,6	8	19,1	11
Environmental pollution and the destruction of nature	16,5	9	7,4	16
Health Problems	16,4	10	23,7	6
Problems of education	15,2	11	36,5	3
Criminality	14,8	12	22,5	8
Legal insecurity	13,6	13	12,1	15
Observance of civil rights and freedoms	9,2	14	14,9	14
Youth policy	7,9	15	5,4	17
Problems of emigration and emigrants	5,1	16	17,8	12
Terrorist threat	4,0	17	21,6	10
Other	2,0	18	1,1	18
Hard to say	1,9	19	0,6	19

The results of the study of the students' social expectations (*Table 4*) show that only one in four respondents is configured very optimistically, believes in the immediate improvement of the situation in Ukraine, despite the problems associated with the current socio-economic crisis. There is a steady tendency to reduce the number of so-called «cautious optimists», confident even in the long run, but their percentage is steadily decreasing. At the same time, there are more of those who demonstrate the psychology of Nouvism – «we need to live only today». For one-third of the students it is probably the only way to survive in the difficult conditions of modern socio-economic transformations.

The next step was to determine the impact of threats and problems that are crucial to Ukraine, and the social expectations of students' value consciousness, that is, the task was to examine the content of their value orientations towards the purpose of life and the means to achieve their goals. To do this, the method of studying the value orientations of M. Rokeach was used, which is based on direct ranking of the list of values. The first group consisted of ter-

minal values (values-goals) that characterize life-purpose targets, revealing the general orientation of behavior on the basis of the formation of vital goals, the main areas of self-realization of the individual; second group on the instrumental values (values-means) that reflect the idea of acceptable, possible means of achieving vital goals.

**Table 4****Social expectations of students (in %)**

Meaning	Gorshenin Institute	Own research
I hope that in the near future, the socio-economic situation in Ukraine will change for the better	26,2	18,4
Believe that improvements will occur, but not very soon	31,4	21,2
It is best to live for today and not worry about the future	16,1	22,3
I do not even hope for any significant changes	13,3	17,1
I fear that life will continue to deteriorate	7,2	8,0
I do not believe in rapid changes, but am willing to put up more	3,3	6,2
Already tired of waiting for a change, tired of unfulfilled expectations	3,5	7,8

The advantage of M. Rokeach's technique is its versatility, convenience and cost-effectiveness in carrying out the survey and simplicity of processing the results. Students were asked to determine the ranking of each of the proposed value. By counting the average arithmetic, the rank positions of each value was determined (*Table 5*).

The analysis of terminal values showed that most students (more than 60 %) put health in first place. And even those who placed the other values in the first place, gave health a rather high rank – from second to fourth and the lowest was eighth. It should be noted that such a consensus about other values was not observed. Students gave a high rank to material standard of life. Approximately 40 % of respondents indicated this point among the first 5 values, in the responses of other students this value did fall below tenth place. By the way, there was no big difference in the responses of male and female students. It is interest, in our opinion, to see the attitude of students to a happy family life. If in the responses of female students there was a relative unanimity – from third to seventh place, then the male students showed a serious difference (from fourth to fourteenth place).

The greatest difference of opinion was found in determining the rank positions (from 1 to 18) of such values as life wisdom and self-confidence. Unfortunately, such values as creativity, knowledge, development, reflecting the higher spiritual needs of a man, were given rather low places. However, in

our opinion, the most surprising is that the last place of all the terminal values was happiness to others. In addition, no student put this value in the top ten.

*Table 5*

**Content of the students' value orientations**

Rank	Terminal Values	Rank	Instrumental Values
1	Health	1	Good manners
2	Financial security of life	2	Education
3	The presence of true friends	4	Responsibility
4	Love	5	Honesty
5	Confidence	3	Independence
6	Happy Family Life	8	Cheerfulness
7	Interesting Job	6	Self-control
8	Freedom	7	Courage in defending own views
9	Active Life	9	Diligence
10	Productive Life	10	Tolerance
11	Life Wisdom	11	Strong will
12	Entertainments	17	The breadth of views
13	Personal Development	12	Accuracy
14	Cognitive ability	13	Effectiveness in resolving issues
15	Public Recognition	14	Rationality
16	Beauty of Nature, Art	15	Responsiveness
17	Creativity	16	Intransigence of shortcomings
18	Happiness of others	18	High demands

With regard to instrumental values, here, as expected, students' thoughts seldom coincided. Except for high queries, which most students gave one of the last places on the list. A significant difference in opinion, in our opinion, is related both to the personal qualities of the students, and to their past experience of life. Of course, the positive fact is that the first two places in the list are education and upbringing. Although, there was no particular unanimity here either. Vocational education was given by different students from 1 to 13 places, and education – from 1 to 16.

The analysis of the data made it possible to draw certain conclusions: career, self-realization, material well-being, as well as love and friendship are the main indicators of success for students in life; the value orientations of contemporary students are predominantly material and moral; most students already have a certain ideal close to the commonplace. At the same time, the third of respondents prefer only one area of life – either family or career.

The category of leaders, along with the values of health, is the value of material well-being. However, the recognition of health as a leading value



does not always correlate with the practical implementation of the guidelines of a healthy lifestyle on the activity-behavioral level. Modern young people believe in their own strength, thinking that they are the main resource for the achievement of their life goals. Along with it, the students do not refuse material support from adults or government. Also important for them is the presence of reliable ties and acquaintances.

The core of the value consciousness of young people comprises the following three key values: money, friends, work, the importance of which is confirmed by almost every third respondent. Another concern is the fact that the values chosen by the students reflect, in the majority, the orientation to the satisfaction of their own needs, and not the needs of other people.

**Conclusions.** Consequently, the results of the research show that today the minds of Ukrainian students, are often dominated by the values of personal well-being (health, success, prosperity, happy family, etc.) and much more rarely by intellectual and personal development. Significantly strong are paternalistic values (high-quality and free education and medicine, decent pensions, social benefits, job security, commensurate with incomes, price stability, economic stability, etc.). Unfortunately, the last group consists of the values that regulate coexistence in society, which can be conventionally called «European»: democracy, rule of law, freedom of speech and religion, honesty, equal opportunities for all citizens, etc. Although some students participating in the study consider European values as the quintessence of the lifestyle of Europeans, putting the respect of the law and human rights at the center of this category; however, well-being and prosperity, stability and lack of economic upheaval remain Europe's main values. At the same time, the polls agree that the way to the realization of European values will be long, because in their opinion, there are no fair courts in Ukraine, corruption has reached unprecedented levels and has covered virtually all spheres of public life, and the legislative system is extremely imperfect.

Interestingly, the perception of democracy by Ukrainian students is also ambiguous. On the one hand, respondents understand the importance of a democratic social system. In the opinion of the polls, democratic elections with the accountability of the authorities and the tools of influence on the officials contribute to the reduction of corruption, increase of the efficiency of the authorities, and, consequently, the growth of prosperity. On the other hand, students often do not believe in the validity of these principles in Ukraine, fairly pointing to the imperfection of the democratic system.

Respondents theoretically support the introduction of democratic principles, and not against building a European democracy in Ukraine. However, in conditions of total poverty of the population, corruption in the organs of local and state power, disbelief of citizens after the next revolution, they believe that today a certain simulacra of democracy prevails. Therefore, true

European values and worldview are recognized by students as a worthy ideal for imitation, a necessary condition for the effective functioning of a democratic society.

The survey has confirmed that the majority of respondents strongly supported the integration of Ukraine with the EU (over 76 %). Therefore, the current students will soon become the main driving force behind the reforms and the implementation of the principles and values shared by the European community, the so-called «ambassadors» of Ukraine in all spheres of social, economic and political life in Europe.

The issue of the development of forms and means for the formation of European values of students in higher education institutions will be a good prospect for further scientific research.

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### EUROPEAN VALUES AS LANDMARKS FOR UKRAINIAN STUDENTS

**Abstract.** Today, our country has made its civilized choice, which has become a strategic reference point for the aspirations of most Ukrainians – integration into the European Union. Historical experience shows that the strength of Europe depends on the inviolability of the basic European values that have a united potential, because their unity is the value basis for European nations, regardless of cultural traditions and national identity. Therefore, in the context of understanding that the student youth is as an important social resource of Ukraine, the problem how to form a set of values inherent to Europeans in particular, is the most topical from a prognostic point of view.

Based on the analysis of the results of empirical and sociological research, we have identified the dynamics and peculiarities of the influence of various political, social and economic factors on the formation of European values in the student youth, taking into account the transformations taking place in the life of modern Ukraine – the country, which has chosen the European integration vector of development.

The results of the study indicate that the consciousness of Ukrainian students is often dominated by the values of personal well-being (health, success, prosperity, happy family, etc.) and paternalistic direction (high-quality free education and medicine, sufficient pensions, social benefits, job security, economic stability, etc.). At the same time, modern students support the implementation of democratic principles and wish to be part of the process of building a European democracy in Ukraine. True European values and world-view are recognized as a lofty ideal to follow, a necessary condition for the effective functioning of a democratic society.

The study confirmed that most students strongly support the integration of Ukraine into the European Union (over 76 %). Therefore, there are all the preconditions that the current students will soon become the main driving force behind the reforms and the implementation of the principles and values shared by the European community – Ukrainian «ambassadors» of its kind in all the spheres of European social, economic and political life.

**Keywords:** students, universities, European values, values orientations.

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